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Anionic coloring agents comprising at least one spacer arm bounded to their chemical structure. These anionic coloring agents have the following general formula: C_A-B_E , wherein, C_A is an anionic coloring agent comprising at least a cromophore group; and B_E is the spacer arm, which has the following chemical structure: $-(X-R-Z)_r$, wherein, X is a direct link or a group having the formula $-S(O)_s$, wherein s is 0, 1 or 2; or $-NR_1-$, wherein, R_1 is hydrogen or a C_1 - C_{10} alkyl group; R is a C_1 - C_{10} straight or branched alkylene group; Z is a polar group; and r is an integer equal or higher than 1.

The invention also refers to coloring compositions, which comprise at least one anionic coloring agent of the formula C_A-B_E in admixture with anionic coloring agents which do not comprise spacer arms. Moreover, the invention reveals the use of the anionic coloring agents and said coloring compositions comprising them to dye cotton and wool substrates, regenerated cellulose, leather, cardboard and paper.

The introduction of spacer arms in the structure of anionic coloring agents leads to modified anionic coloring agents, which differ from the known coloring agents in their dying properties such as strength, tone and affinity, due to fixation modifications onto the substrate to be dyed.